



Directions for Use of this Briefing

Briefing Purpose:

This briefing was developed by the BSM Change Management team and the BSM Collaboration team in order to share information regarding the Customer Collaboration process that will be rolled out in February '05 with R2.1.2. This briefing fits into the *Understanding* phase on the Change Commitment Curve.

Intended Audience:

This briefing is intended for future R 2.0 End-Users and Customers who are interested in learning about the Customer Collaboration Process.

Delivery Format:

This information could be used in any of the following forums: one-on-one conversations; small group discussions; staff meetings; open forums.

Directions for Use:

As you deliver this briefing, please capture the issues and questions during the session and pass them on to a member of your BSM site change management team.

Other references:

For further information, check the BSM website at <http://www.dla.mil/j-6/bsm/>



BSM business systems modernization
delivering 21st century logistics

**BSM Release 2.1.2
Customer Collaboration
Go Live - 1 Feb 2005**



R2.1.2 Forecasting - DDE & Web-based Customer Collab.

Demand Data Exchange (DDE):

- **DDE is the ability to systemically exchange planning data without the Special Program Requirement (SPR).**
- **DLA will offer DDE to its customers as part of a Performance Based Agreement (PBA).**
- **DDE can be submitted within and outside of lead-time for increases and decreases in demand.**
- **This process is based upon electronic data exchange and does NOT require SPRs.**

Customer Collaboration (Web-based):

- **Collaboration is a process of strategic, tactical, and operational time-based quantitative/qualitative information-sharing between DLA and its applicable customers.**
- **This process includes an evaluation process of the DDE by exception only.**

Goal:

- **The goal of the Customer Collaboration Process is to facilitate communication and partnering between the DLA and its customers to improve customer relations and increase Demand Plan Accuracy (DPA).**



Customer Collaboration Overview

Legacy to R2.1.2

Legacy

- Relies upon DLA data push
- Requires market share for customer to compute “delta”
- Special Program Requirements (SPRs) is only systemic conduit for requirements over and above qty - Increases only
- SPR Buyback
- No PBA to set expectations
- Outside Lead time only
- Non-web based collaboration

BSM Concept Demo R1.0

- Increases/Decreases - Relies upon manual Customer entry
- ICT Org. Structure based on market and DLA computes “delta”
- SPRs may also be submitted on items “marked for collaboration”
- Demand Plan Accuracy (manually computed)
- PBA to set expectations
- Inside/Outside Leadtime
- NetWORKS Collaborate Lite allows DLA to share its forecast with its customers
- After the collaboration window of opportunity...
 - The customer’s input is passed back to NetWORKS Demand
 - Email notifications are generated when the customer makes a change to the Forecast

BSM R2.1.2

- Ability to systemically send and receive planning data (i.e. ship to location, bill to, program level)
- Ability to create exceptions that are unique to a collaborative customer and/or collaborative customer/item
- Ability to systematically send exceptions to trading partners
- Use of data exchange intermediary (i.e. IDE/DAASC) to manage interfaces between customers and collaboration tool
- Ability to communicate potential supply constraints back to trading partners after collaborative forecasting processes are complete
- Demand Plan Accuracy
- PBA to set expectations
- Inside/Outside Leadtime
- Networks Collaborate/Monitor V7.1 - web based



Collaborate 2.1.2 - Planning Team

The Collaboration Design Team, comprised of people with a wide array of customer focused backgrounds includes:

- DLA Customer Service Representatives (CSRs)
- Weapon System Support Managers (WSSMs)
- Retired Service Members
- Headquarter Customer Support Office
- Former Inventory Managers
- Supply System Analyst
- Programmers
- Representation of Subject Matter Experts (SMEs) from all DLA supply chains to include DSCR, DSCC, and DSCP



Collaboration Project Timeline

- May 20, 2004, Collaboration Project Kick-off
- Process Design and Development began May 2004 and continued through August 2004
- Collaboration Strategy, designed to assess readiness of trading partners to do Demand Data Exchange (DDE) began before project kick-off and continues through November 2004
- Change Management (CM) communication efforts and the Knowledge Transfer & Training (KT&T) design and development initiatives began May 2004 and continues through February 2005
- Technical Design and Development begins mid-June 2004 and continued through October 2004
- Preparation for System Testing, developing test cases and conditions, begins mid-Sept 2004 while System test activities commence December 2004 and is expected to be completed by January 2005
- Collaboration Project Go-Live February 2005 for Launch Customers



Benefits of Collaboration

- Visibility of DLA forecast and customer supply plan via the same web-based Manugistics Networks Collaborate tool set
- Improved Customer/DLA relationship through systematic collaboration
- Systemic connectivity to customers' monthly demand data (as known as their supply plans)
- Improved demand plan accuracy
- Ability to capture fluctuations in requirements within and outside of total lead time
- Focus on proactive vs. reactive
- Improved responsiveness



Summary

- Customer access granted to Web-based, Manugistics v7.1 Network Collaborate for managing forecasts by exception
- “Customer total requirements” are systemically fed via Demand Data Exchange (DDE)
- Customer has visibility of their specific demand plan
- Customer has the ability to supplement DLA forecast